

THE GOLDEN TRASH CAN AWARD CURBSIDE CLEANUP IS A LONG TRADITION

Bloomington's Citywide Curbside Cleanup began in 1964 as the "Clean Up - Paint Up - Fix Up Campaign" or "Spring Clean Up" as it was often called. The purpose of the campaign, according to a 1969 flyer, was to make Bloomington safer, cleaner and more beautiful.

The campaign was such a celebrated event that in 1978, and for many years thereafter, an award, called "The Golden Trash Can," was presented to the Bloomington property owner who displayed the "neatest, most attractive trash pile."

Residents were encouraged to clean their basements, garages and

closets, and urged to contact charitable groups to donate any unwanted items that were in good condition.



Workers load a resident's Spring Clean Up pile.

Although the Citywide Curbside Cleanup (as it is now called) was discontinued for a short time, it resumed in 1998 and today is still one very big event. In 2009, the City collected 1,795 tons of trash, 43 tons of

yard waste, 19 tons of scrap metal and 3,867 appliances.

See page 4 for more information on this year's Curbside Cleanup.

FROM AIRPORT SOUTH TO SOUTH LOOP REBRANDING AND PLANNING EFFORTS ARE UNDERWAY FOR DISTRICT

The area in east Bloomington that extends from I-494 on the north, TH 77 on the west to the Minnesota River on the south and east has a new name: South Loop.

On the northern end of the Hiawatha Light Rail Line, the North Loop neighborhood encircles Minneapolis' downtown. South Loop refers to the southerly terminus of the line, an area in Bloomington that is becoming a vibrant retail and office area. The name South Loop describes a community that is connected, accessible and convenient.

The South Loop District was previously referred to as the Airport South District. For years the name Airport South was used as a place holder by people referring to the location south of the airport, although it was never the official name.

The area and its name are important and unique for many reasons. South Loop comprises two-thirds of Bloomington's residential and commercial development potential and many other features that other cities would love to boast, such



as the Mall of America, Bloomington Central Station, a bustling employment center and close proximity to an international airport.

Director of Community Services Diann Kirby hopes the South Loop name will help establish the District as a destination noted for quality, sustainability and accessibility.

A task force made up of City staff, representatives from development and construction company McGough, Bloomington Convention and Visitors Bureau, and the Mall of America has been working with Bolin Marketing on the renaming and branding effort. The first result to come out of the task force was a new name for the District.

"We really needed a name that described the area," Kirby said. "South Loop resonated with stakeholders because it encompassed the confluence of the airport, Mall of America, highways, rivers and the wildlife refuge."

Stakeholders who voted on the name included residents, businesses and other organizations in the District. South Loop received favorable ratings from 69 percent of survey respondents, who noted that the name was "simple, urban, current, energetic and suggested

South Loop describes the confluence of the airport, Mall of America, highways, rivers and the wildlife refuge.



a bustling, transportation-oriented Twin Cities district."

Other names that were considered included MARS (an acronym for Mall, Airport, Refuge and South) and Long Meadow District.

According to Lee, the Philadelphia-based design firm Wallace, Roberts & Todd (WRT), best known for their work on the *Baltimore Harbor Master Plan*, was hired to assist City staff in preparing a district plan for South Loop.

"WRT was chosen for its experience with sustainable planning and mixed-use, transit-oriented development," Lee said.

Incorporating energy efficiency and sustainability will be a major component of the plan. Studying the feasibility of a district energy plant for the area is an early result of the emphasis on sustainability.

Kirby said the City is working on finalizing a logo for South Loop, which will be unveiled in the coming months.

For more information, call Senior Planner Bob Sharlin at 952-563-8925.

WEBSITE KEYWORDS: SOUTH LOOP.

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PROTECT YOURSELF BE WARY OF SOLICITORS



Bloomington city code requires all solicitors to carry a City-issued license and identification card when soliciting door to door. Solicitors must not operate between 8 p.m. and 9 a.m., enter a property with a posted "No Solicitation" or similar sign, or use aggressive sales tactics. Nonprofit, religious and political organizations are exempt from licensing, but must abide by hours and have proper identification. For more information, call Licensing at 952-563-8728.

ADAPTIVE YOUTH SOFTBALL COME HAVE A BALL



This program teaches basic rules and good sportsmanship in a non-threatening environment.

- Who:** Boys and girls with disabilities, ages 10 - 18.
- When:** Mondays, June 21 - August 16.
- Where:** Tarnhill Park, 9650 Little Road.
- Cost:** \$55 includes team shirt and photo.

2010 PRIMARY ELECTION

The Primary Election will be held **Tuesday, August 10**, as a result of legislation passed by the Minnesota Legislature. For more information, call the City Clerk's Office at 952-563-8729.

WEBSITE KEYWORD: VOTING.

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